

Subject: This week from CCA (CCA Delivers - August 18, 2016)<bounce-mc.us4_7505613.268233-jmarino@downtownla.com@mail165.atl101.mcdlv.net>
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CCA Delivers

CCALA.org

August 18, 2016

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Housing, Land Use & Development (HLUD) Committee

At this week's committee meeting, members had the opportunity to engage Vince Bertoni and Kevin Keller regarding the most pressing issues related to planning, zoning and development in the City of Los Angeles. Bertoni is the Director of City Planning and Keller is the Deputy Director of Policy for City Planning. In addition, the committee unanimously voted to support the proposed Hoxton Hotel located at 1060 S. Broadway.

Bertoni has been on the job for six months and previously served as the Director of Planning in the City of Pasadena. Bertoni acknowledged the enormous challenges and opportunities the City is facing. He believes there are various view points and competing needs and in a City that is as large and diverse as Los Angeles it can be hard to manage. Bertoni and Keller both stated that now is an opportune time for City Planning as they are hiring 110 new employees and actually have funding to update the General Plan, the 35 community plans and the zoning code through re:code LA.

Bertoni and Keller said their number one priority for City Planning is to improve the customer experience. In order to do so they are increasing staffing at Figueroa Plaza and implementing new metrics to measure the customer experience. Additionally, Bertoni is creating a new unit at City Planning to do external communications with the varied stakeholders that the department interacts with. Finally, Bertoni stressed the importance of continual change and improvement at City Planning.

The Hoxton will have 164 guest rooms, a rooftop pool, bars and up to three restaurants that will be open to the public. It is an adaptive reuse project that will

EVENTS CALENDAR

THURSDAY, August 25
7:30 - 1:30 p.m.

House L.A. 2016
CCA members will get a \$25 discount by entering HOUSE25

THURSDAY, September 22
11 a.m. - 1:30 p.m.

ARCHITECTS PANEL & SHOWCASE

SATURDAY, October 15
7 p.m. - 11 p.m.

CAROL'S FAREWELL PARTY

CCA IN ACTION



This week CCA participated in a steering committee for the Coalition for Jobs and Attainable Housing (CJAH). CCA is an integral member of the CJAH which has been formed to defeat the Build Better LA Initiative and to support the General Obligation (GO) Bond for Homelessness. CJAH is a coalition of organizations that evaluate how the proposed initiatives will affect small businesses and non-profit organizations that build new and affordable housing.

restore and revitalize the 10-story, 1922 Breaux Arts-style Los Angeles Railway Building into a dynamic local hub of activity with monthly community activities from exercise classes to family-friendly art and crafts classes. It will positively contribute the Bringing Back Broadway initiative and plans to open in early 2018.

We thank Vince Bertoni, Kevin Keller, Elizabeth Peterson, Jon Blanchard, Timothy Griffin and Alan Hutchinson.

For more information please contact, CCA's Managing Director of Legislative Affairs and Government Relations, [Marie Rumsey](#).

Public Hearing on DASH Service Changes

CCA has been working to expand the routes and hours of the L.A. Department of Transportation's (LADOT) DASH bus service. DASH provides frequent, inexpensive bus service in Downtown and 27 other neighborhoods across the City. Each route is designed to serve travel within that neighborhood and to connect to other regional transit services.

On Monday, August 22nd, LADOT will be holding a public hearing in Downtown about its potential changes and additions to DASH service. Those recommendations can be found [here](#). Once hearings around the city end, LADOT will give a list of recommended changes to the City Council for approval.

As Downtown has expanded from a jobs hub into a vibrant 24/7 destination with a large residential population, DASH has not kept pace. CCA has been asking for later evening and nighttime service and new or extended routes in rapidly growing neighborhoods like the Arts District and South Park. While we appreciate the expanded hours and a new route into the Arts District, we believe the LADOT recommendations must go further to addressing the needs of the entire Downtown community through new routes and even longer hours.

This is the Downtown community's chance to be heard about how DASH can better serve the area.

DASH Service Public Hearing
Monday, August 22, 2016
12:00 – 1:00 p.m.
Caltrans Bldg., Rm. 01.037
100 South Main St.
Los Angeles, CA 90012

If you are unable to attend, you can give your comments of LADOT's recommendations via phone at 213-995-4545 or ideas@ladottransit.com.

CCA opposes BBLA because it will add additional costs and regulatory burdens to the production of affordable housing. And, we support the GO Bond because it will create new revenue to address the homeless and affordable housing crises. BBLA and the GO Bond will be on the November ballot.

To get involved please contact, CCA's Director of Government Relations, [John Howland](#).

CCA IN THE NEWS

It's one of the older buildings on Broadway, and it's a theater building, which makes it very important to the Bringing Back Broadway effort," said Kate Bartolo. [Downtown News](#), August 15, 2016. "[1913 Broadway Building to Become Housing](#)."

"Hopefully, the city of L.A. will be open to hearing feedback from organizations dealing with these types of problems with restaurants," said Eddie Navarette, FE Design & Consulting. [Los Angeles Times](#), August 16, 2016. "[New initiative aims to help small businesses with L.A. permitting burdens](#)."

CCA MEMBERS IN THE NEWS

"People are coming from all over Los Angeles and Southern California to come and experience these things," John Zanetos, CBRE. [Los Angeles Business Journal](#), August 8, 2016. "Offices Created in Arts District."

CCA's Website Got A Makeover!

We've revamped our website, and our contemporary design makes it easier for our members and web visitors to discover CCA's many accomplishments. Stay up to date on the forward-thinking work we continue to do for Los Angeles. Now optimized for mobile, you can access the Member Portal, read our latest newsletter, and register for upcoming events on any device.

The new [CCA Member Portal](#) now features a more streamlined experience. Easily register for CCA events, pay your company's membership dues, edit company information, and update your company roster.

To request your new login information, [please click here](#).



NEW MEMBERS

Cash on Cash Enterprises



Announcements

Membership with CCA

CCA is the leading voice of business on important city and statewide issues. From LAX to Downtown, CCA is considered the Los Angeles business community's most effective advocate and business leader. Our citywide reach on a broad base of issues — including land use, transportation and economic growth — connect you with government and produce quick and effective results that benefit your bottom line. As a CCA member, you also receive personalized issue advocacy and unparalleled access to city, county and state power brokers and decision makers. CCA is aggressively advocating on behalf of the business community.

For more information about membership, please visit ccala.org or contact CCA Director of Business Development & Marketing, [Nhien Lasky](#).

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